

Rep Order# 9837975 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/09/2012 8:17 AM
Last Received: 10/08/2012 4:40 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2002
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2002
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A P4	:30	\$30.00	10/09-10/15	1	1	1	\$30.00	
	2	SU	430A-5A	GOOD MORNING CINCY @ 430A P4	:30	\$30.00	10/14-10/14	1	1	1	\$30.00	
	3	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A P2	:30	\$500.00	10/09-10/15	1	1	1	\$500.00	
	4	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A P2	:30	\$500.00	10/09-10/15	1	1	1	\$500.00	
	5	TU-F,M	6A-7A	GOOD MORNING CINCINNATI P2	:30	\$600.00	10/09-10/15	2	1	2	\$1,200.00	
	6	TU-F,M	7A-9A	THE EARLY SHOW P2	:30	\$450.00	10/09-10/15	2	1	2	\$900.00	
	7	TU-F,M	9A-10A	THE DOCTORS P3	:30	\$150.00	10/09-10/15	2	1	2	\$300.00	
	8	TU-F,M	10A-11A	ANDERSON P3	:30	\$150.00	10/09-10/15	1	1	1	\$150.00	
	9	TU-F,M	11A-12P	PRICE IS RIGHT P2	:30	\$650.00	10/09-10/15	1	1	1	\$650.00	
	10	TU-F,M	12P-1230P	12 NEWS AT NOON P2	:30	\$725.00	10/09-10/15	1	1	1	\$725.00	
	11	TU-F,M	1230P-130P	YOUNG N RESTLESS P2	:30	\$650.00	10/09-10/15	1	1	1	\$650.00	

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU-F,M	130P-2P	BOLD N BEAUTIFUL P2	:30	\$650.00	10/09-10/15	1	1	1	\$650.00	
	13	TU-F,M	2P-3P	THE TALK P2	:30	\$550.00	10/09-10/15	1	1	1	\$550.00	
	14	TU-F,M	3P-4P	LET'S MAKE A DEAL P2	:30	\$550.00	10/09-10/15	1	1	1	\$550.00	
	15	TU-F,M	4P-5P	NEWS AT 4 P2	:30	\$650.00	10/09-10/15	1	1	1	\$650.00	
	16	TU-F,M	5P-527P	12 NEWS AT 5P P2	:30	\$850.00	10/09-10/15	1	1	1	\$850.00	
	17	TU-F,M	530P-6P	NEWS P2	:30	\$900.00	10/09-10/15	1	1	1	\$900.00	
	18	TU-F,M	6P-630P	NEWS P2	:30	\$1,200.00	10/09-10/15	1	1	1	\$1,200.00	
	19	TU-F,M	630P-7P	NEWS P2	:30	\$1,500.00	10/09-10/15	1	1	1	\$1,500.00	
	20	TU-F,M	7P-730P	INSIDE EDITION P2	:30	\$1,200.00	10/09-10/15	1	1	1	\$1,200.00	
	21	TU-F,M	727P-8P	ENT. TONITE P2	:30	\$1,500.00	10/09-10/15	1	1	1	\$1,500.00	
	22	TU-M	11P-1135P	12 NEWS AT 11P P3	:30	\$1,100.00	10/09-10/15	2	1	2	\$2,200.00	
	23	TU-F,M	1136P-1236A	DAVID LETTERMAN P2	:30	\$750.00	10/09-10/15	1	1	1	\$750.00	
	24	TU-F,M	1236A-136A	LATE LATE SHOW P3	:30	\$100.00	10/09-10/15	1	1	1	\$100.00	
	25	TH	9P-10P	PERSON P2 N/A due debate	:30	\$3,000.00	10/11-10/11	1	1	1	\$3,000.00	
	26	W	8P-9P	SURVIVOR P3	:30	\$3,500.00	10/10-10/10	1	1	1	\$3,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	28	F	9P-10P MADE IN JERSEY	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	28	29	SU	9P-10P GOOD WIFE	:30	\$2,400.00	10/14-10/14	1	1	1	\$2,400.00	

---REPORT TOTALS---

Report Totals: 32 / \$28,135.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$28,135.00
Sales Totals: 32 / \$28,135.00
Station Totals: 32 / \$28,135.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$105,454	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	26%	WLWT	31%	WSTR	0%	WXIX	12%		

Books null
Demos RA35+

Order / Rev:	64494	Advertiser:	Obama/D/President
Alt Order #:	09837975	Product Desc:	OBAMA ADD TO SKED A
Flight Dates:	10/09/12 - 10/15/12	Estimate:	2002

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/09/12	10/15/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$500.00	0.00								
E 4	WKRC	10/09/12	10/15/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$500.00	0.00								
E 5	WKRC	10/09/12	10/15/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
GOOD MORNING CINCINNATI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		2	\$600.00	0.00								
E 6	WKRC	10/09/12	10/15/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		2	\$450.00	0.00								
E 7	WKRC	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		2	\$150.00	0.00								
E 8	WKRC	10/09/12	10/15/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$150.00	0.00								
E 9	WKRC	10/09/12	10/15/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$650.00	0.00								
E 10	WKRC	10/09/12	10/15/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
12 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$725.00	0.00								
E 11	WKRC	10/09/12	10/15/12	Young & the Restless Young & the Restless	CM	12:30 PM-1:30 PM	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
YOUNG N RESTLESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$650.00	0.00								
E 12	WKRC	10/09/12	10/15/12	Bold & the Beautiful Bold & the Beautiful	CM	1:30 PM-2:00 PM	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
BOLD N BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$650.00	0.00								
E 13	WKRC	10/09/12	10/15/12	The Talk The Talk	CM	2:00 PM-3:00 PM	MTWTF--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$550.00	0.00								
E 14	WKRC	10/09/12	10/15/12	Let's Make a Deal Let's Make a Deal	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/09/12	10/15/12	MTWTF--		1	\$550.00	0.00								
E 15	WKRC	10/09/12	10/15/12		CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

Order / Rev:	64494	Advertiser:	Obama/D/President
Alt Order #:	09837975	Product Desc:	OBAMA ADD TO SKED A
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Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4p Local 12 News at Four															
4p Local 12 News at Four (4:00 PM-5:00 PM)															
<div> <div>News at 4</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$650.00</div> <div>0.00</div> </div>															
E 16	WKRC	10/09/12	10/15/12	5p Local 12 News at Five	CM	5:00 PM-5:27 PM	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
<div> <div>12 NEWS AT 5P</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$850.00</div> <div>0.00</div> </div>															
E 17	WKRC	10/09/12	10/15/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
<div> <div>News</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$900.00</div> <div>0.00</div> </div>															
E 18	WKRC	10/09/12	10/15/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<div> <div>News</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$1,200.00</div> <div>0.00</div> </div>															
E 19	WKRC	10/09/12	10/15/12	CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<div> <div>News</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$1,500.00</div> <div>0.00</div> </div>															
E 20	WKRC	10/09/12	10/15/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<div> <div>INSIDE EDITION</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$1,200.00</div> <div>0.00</div> </div>															
E 21	WKRC	10/09/12	10/15/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<div> <div>ENT. TONITE</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$1,500.00</div> <div>0.00</div> </div>															
E 22	WKRC	10/09/12	10/15/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM	MTWTFSS	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
<div> <div>12 NEWS AT 11P</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTFSS</div> <div>2</div> <div>\$1,100.00</div> <div>0.00</div> </div>															
E 23	WKRC	10/09/12	10/15/12	Letterman	CM	11:36 PM-12:36 AM	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
<div> <div>DAVID LETTERMAN</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$750.00</div> <div>0.00</div> </div>															
E 24	WKRC	10/09/12	10/15/12	Late Late Show	CM	12:36 AM-1:36 AM	MTWTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
<div> <div>LATE LATE SHOW</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/09/12</div> <div>10/15/12</div> <div>MTWTF--</div> <div>1</div> <div>\$100.00</div> <div>0.00</div> </div>															
E 26	WKRC	10/10/12	10/10/12	Wed Reg 1	CM	8:00 PM-9:00 PM	--W----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
<div> <div>Survivor</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/08/12</div> <div>10/14/12</div> <div>--W----</div> <div>1</div> <div>\$3,500.00</div> <div>0.00</div> </div>															
E 27	WKRC	10/12/12	10/12/12	Fri Reg 2	CM	9:00 PM-10:00 PM	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
<div> <div>Made in Jersey</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> </div>															
<div> <div>Week: 10/08/12</div> <div>10/14/12</div> <div>----F--</div> <div>1</div> <div>\$1,000.00</div> <div>0.00</div> </div>															
E 28	WKRC	10/14/12	10/14/12		CM	9:00 PM-10:00 PM	-----S	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00

